

Message Text

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PAGE 01 CAIRO 09181 161557Z

46

ACTION NEA-10

INFO OCT-01 ISO-00 EB-07 CIAE-00 INR-07 LAB-04 NSAE-00

PA-02 SIL-01 USIA-15 PRS-01 /048 W

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R 161447Z SEP 75

FM AMEMBASSY CAIRO

TO SECSTATE WASHDC 6502

INFO USDOC

AMEMBASSY BEIRUT

UNCLAS CAIRO 9181

E.O. 11652: NA

TAGSC BEXP LE EG

SUBJECT: COMMERCIAL PRESENCE FAIR, CAIRO, MARCH 8-27: RECRUITMENT
OF EXHIBITORS

REF: STATE 213069

1. EMBASSY HAS ALREADY BEGUN ITS EFFORT TO RECRUIT PARTICPANTS FOR US PAVILLION AT CAIRO INTERNATIONAL FAIR. INVITATION LETTERS SIGNED BY AMBASSADOR HAVE BEEN SENT TO ALL AMERICAN FIRMS IN EGYPT, AND TO OTHERS WHICH HAVE EXPRESSED AN INTEREST IN PARTICIPATION. ADDITIONAL COPIES HAVE BEEN POUCHED TO BEIRUT, WHERE RTDO WILL MAKE FURTHER DISTRIVUTION TO US BUSINESS COMMUNITY.

2. WITH REGARD PARA 2B REFTTEL, RTDO LEFEAVER HAS AGREED THAT, WITH RECENT AUGMENTATION TO RTDO STAFF, PROLONGED PRESENCE OF COMML OFFICER FROM CAIRO WILL NOT BE NECESSARY IN ORDER CARRY OUT RECRUITMENT EFFORT. MERRICK WILL MAKE BRIEF VISIT TO BEIRUT IN EARLY OCTOBER TO MAKE ADDITIONAL CONTACTS IN AMERICAN BUSINESS COMMUNITY AND COORDINATE EMBASSY EFFORTS WITH THOSE OF RTDO. IF NECESSARY, FURTHER VISIT COULD TAKE PLACE LATER IN MONTH OR EARLY IN NOVEMBER.

3. EMBASSY FULLY AWARE IMPORTANCE OF TIMING FACTOR, IN PARTICULLAR AS IT APPLIES TO COLLECTION OF EXHIBITORS FEES, AND
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WILL PROVIDE SUPPORT TO RTDO EFFORTS TO SECURE PARTICIPATION

AS REQUIRED.

4. SELECTION OF JULIAN B. HAMMOND AS EXHIBITION DIRECTOR IS
EXCELLENT NEWS. HIS PERFORMANCE THIS YEAR WAS OUTSTANDING,
AND WE WELCOME HIS HELP AND GUIDANCE IN 1976.
EILTS

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NNN

Message Attributes

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Channel Indicators: n/a
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Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
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Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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Executive Order: N/A
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Margaret P. Grafeld
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